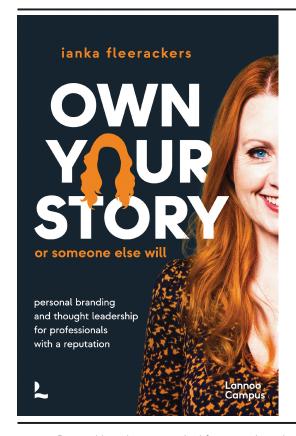


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Own your story. Or someone else will

Personal branding and thought leadership for professionals with a reputation

ianka fleerackers

ISBN 9789401445269

Publisher Lannoo Publishers

Binding Digital download

Territory USA & Canada

Pages 240 Pages

Name of series Lannoo Campus

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Price \$34.99

- Personal branding approached from a multimedia perspective
- · Personal branding as an additional tool for building trust as a company within corporate branding
- The book provides insights on how to scale your reputation and grow your business
- The essentials for a strong personal brand, which holds importance for solo entrepreneurs, job seekers, and business leaders

Some people still experience personal branding as a show of ego. Which it can be.

Most people see personal branding as a tool for business growth and wealth, which it is.

But there are more fulfilling reasons to engage in the process of personal branding like building intellectual legacy and becoming a brave new human. If you want to engage in building a legacy, but not want to be blindsided by aspects like fame and hunt for money, then this is the book on personal branding you need. It offers you the complete range of what it can mean to you, not only the social media aspect.

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"ianka has not only dared to breathe new life into an existing concept, but she has also ventured to create a book tailored to each individual reader. I sincerely wish I had been able to read this book much earlier because it helps me as a person, but also because it helps me make companies and their leaders better." — Rik Vera, business philosopher and author

ianka fleerackers is an expert in personal branding and thought leadership and the founder of the Thought Leaders Academy. In her mentorship and consulting programs, she guides experts and executives in developing a sustainable public identity. In addition to a successful career as an actress in television, films, and theater, she also became a theater director, publisher of short stories, producer, and host of her own radio and television programs. She is a podcaster and also hosts corporate podcasts. Today, you can find her on stage as a moderator of high-end conferences on marketing, entrepreneurship, innovation, and as a keynote speaker on personal branding. Published 19th Dec 2024